

MARCH 1993 MANUFACTURERS' PRICE INCREASE SUMMARY

COMPANY	ANNOUNCED	EFFECTIVE	BRANDS	PRICE INCREASE	NEW PRICE		PROGRAM OFFER	ALLOW	DATING
					80/85	100/120			
PHILIP MORRIS	THUR., 3/11/93	MON., 3/15/93	ALL BRAND STYLES(EXCEPT) PLAYERS LIGHTS 25'S CAMB, ALPINE, BUCKS, BRISTOL BASIC BASIC (MN, TN, MT, MD, WI) 2.00 AAV PRIVATE LABEL CARTIER, ROTHMANS, CANAD PL	\$1.00 \$0.80 \$1.00 \$2.50 \$4.00 \$2.50 \$2.50 \$2.50 NO CHANGE	\$72.10 \$57.70 \$52.45 \$39.20 \$34.20 \$57.85 \$39.20 \$40.45 77.20 42.45	\$73.60 \$58.90 \$53.70 \$40.45 \$35.45 \$59.10 \$40.45 \$42.45	2 PERIODS BUY MAR 15-19 100% 200% @ \$1.50, \$1.20, \$1.00 MAR 22-31 150% 150% @ \$2.00, \$1.60, \$1.50 (SHIPMENTS) ALL FOR RET FEAT PR-UNCHG (LIMITED) SEMI-ANN ACCRUAL +\$1.50 (TO 125%/WEEK) OFF-INV TRADE DISC -\$1.50 (*) BASIC & FVB WILL GET 2 WK CREDIT MEMO	\$4.00 \$2.75 \$1.00	30 DAYS ON INCREMENT
B & W	TUES, 3/30/93	MON., 3/15/93 THUR, 4/1/93	ALL BRAND STYLES(EXCEPT) RICHLAND 25'S KINGS RICHLAND 20'S, VICEROY BELAIR, RALEIGH RALEIGH EXTRA AND GPC 2.00 SAVANNAH 100'S	\$1.00 \$0.80 \$1.00 \$1.00 NONE \$1.00			130% ALLOCATION 2 WEEK CREDIT MEMO FOR DIFF BETWEEN OLD AND NEW PRICE		
LORILLARD		MON., 3/15/93	ALL BRAND STYLES(EXCEPT) STYLE HARLEY DAVIDSON (TEST)	\$1.00 \$1.00 \$1.00	\$72.10 \$52.45 \$53.70	\$73.60	2 WEEK CREDIT MEMO FOR DIFF BETWEEN OLD AND NEW PRICE		
RJ REYNOLDS	FRI., 3/12/93	MON., 3/15/93	ALL BRAND STYLES(EXCEPT) CENTURY 25'S DORAL, MAGNA, STERLING	\$1.00 \$0.80 \$1.00	\$72.10 \$57.70 \$52.45	\$73.60 \$58.90 \$53.70	3- PERIODS BUY MAR 15-19 200% \$0.75/M, \$1.25/M IF MAX ALL PERIODS MAR 22-26 200% \$0.75/M, \$1.25/M IF MAX ALL PERIODS MAR 29-31 200% \$0.75/M, \$1.25/M IF MAX ALL PERIODS 2 WK CREDIT MEMO TRADE DISC -\$1.50 SEMI-ANN ACCRUAL +\$1.50	\$1.00 \$2.75	
LIGGETT	MON., 3/15/93	TUES., 3/16/93	ALL BRAND STYLES(EXCEPT) PYRAMID NEW CHESTERFIELD FILTERS GENERIC P.L QUALITY SEAL 2.00	\$1.00 \$1.00 \$1.00 (\$2.50 \$2.50 NO CHANGE	\$72.10 \$52.45 \$53.70 \$37.20 \$38.45 \$39.20 \$40.45 \$66.35	\$73.60 \$58.90 \$53.70 \$40.45 \$42.45	1- 12 DAY PER BUY 100% UNLIMITED @ \$1.25/M 2 WK CREDIT MEMO 2 WK CREDIT MEMO		
AMERICAN	THURS., 3/18/93	MON., 3/22/93	ALL BRAND STYLES ALL BRAND STYLES(EXCEPT) PRIVATE STOCK, PRIME	\$1.00 ·75	\$72.10 39.95	\$73.60 41.20	125% ALLOCATION		

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